

Don't Fear
the
OCEAN
JUST 'CAUSE
IT'S **BIG!**



RAPID is BIG—an ocean among lakes. But RAPID grew to bigness, thanks to *little* advertisers and *little* orders. Now it does the biggest advertising plate jobs, side by side with the smallest, because its 40 years of expansion into five plants at strategic points (the largest in Cincinnati) has been with the bricks of good work and the cement of impartial, top-notch service. RAPID'S size means, that even if you are the smallest of the small, the largest could get no more!

The **Rapid** **ELECTROTYPE CO.**

C I N C I N N A T I
NEW YORK • CHICAGO • DETROIT • ATLANTA • SAN FRANCISCO

PHILADELPHIA MAT & PLATE CO. 243 No. Juniper St., Philadelphia
ATLANTIC ELECTROTYPE & STEREOTYPE CO. 228 E. 45th St., New York
HOFFSCHNEIDER BROS. 500 Howard Street, San Francisco
NORTHERN ELECTROTYPE CO. 47 Burroughs Avenue, Detroit

WORLD'S LARGEST MAKERS OF ADVERTISING PLATES

P-L-E-A-S-E
PULL THAT
RIP CORD!



GRAPH BY JOHN PAUL PENNEBAKER

YOUR HEART STANDS STILL while he plummets earthward . . . the delayed parachute jumper. Down, down, down until he is just a streak in the heavens. And then, with only seconds to spare, his "chute" blossoms out like an immense toadstool—and he floats gently to earth.

What a thrilling spectacle of *control*. Should his nerves fail . . . should his hand be stayed only an instant . . . should the parachute itself not bring his mad dive under *control*. . . .

There are breathless split seconds just like that

in Industry—every hour—every day. Electric motors are raced to top speed. They are jammed dead still with a reversed "plugging" current. They roar off to another task. They idle smoothly like a purring kitten. On and off—back and forth—here and there.

How can they do it and live? Alert, good Motor Control is on the job. Cutler-Hammer Motor Control, where executives know its importance. CUTLER-HAMMER, Inc., Pioneer Manufacturers of Electric Control Apparatus, 1320 St. Paul Avenue, Milwaukee, Wis.

What is Motor Control?

Sometimes a group of buttons on a machine, sometimes a box on the wall, sometimes a whole room full of panels . . . Motor Control comes in a thousand different forms. Regardless of size, it starts, stops, regulates and protects motors and machines . . . four important duties.



CUTLER-HAMMER  MOTOR CONTROL



**"If you haven't got what they ask for,
sell 'em something else"**

THIS axiom of selling sometimes creeps into advertising—into the recommendations an agency makes to its clients.

If an agency is weak in any department, it is only human that it *minimize* the importance of that department and *empha-*

size the importance of the department in which it is strong.

It is our belief that the only way to overcome this perfectly natural tendency—and to give advertisers unbiased, unprejudiced counsel—is to be so strong in every department that there is no temptation to sell one above the other.

YOUNG & RUBICAM, Inc.

ADVERTISING

NEW YORK • CHICAGO • DETROIT
HOLLYWOOD • TORONTO • MONTREAL

**I'VE SURE GOT A
GOOD JOB NOW!**

**STOP
WASHING DISHES!**



The General Electric Dishwasher does the entire dishwashing job quicker and better than anyone can possibly do it by hand—and at a cost of about a penny a day!

All the dishes—pots and pans, too—are *hygienically* cleaned in water much hotter than human hands could endure. They are dried by their own heat. No unsanitary dishcloth, no breakage, no chipping.

Have your dishes washed this sanitary, safe, speedy way. The G-E Dishwasher can be installed in your kitchen as a part of the complete General Electric Sink or as a separate cabinet.

**STOP
SAVING GARBAGE!**



Keep your kitchen forever free from messy garbage. The new G-E Disposall makes it possible to dispose of food wastes *instantly*—right at the sink! Parings, food scraps, etc., go down the drain into the Disposall where they are reduced to a pulp and flushed away like water. No odors, no clogged pipes.

The G-E Disposall unit can be readily installed in your present sink. It also comes as an integral part of the complete General Electric Sink.

New General Electric Sink Ends the Two Most Distasteful Kitchen Tasks

HOUSEWORK now becomes less of a problem for both the woman with servants and the one without help. Two disagreeable tasks have been abolished—tasks you and your kitchen maid will be glad to get rid of. The new G-E Sink “does the dishes” and disposes of the garbage mechanically.

Protects China from Breakage

Into the dishwasher trays go all the dishes. Just a turn of the switch and it's but a mere matter of minutes until the entire job is finished. The G-E Dishwasher even cleans and dries itself. Your dishes are safer, too, for they are not subjected to the hazards of soapy, slippery fingers.

Ends Garbage Nuisance

Down the sink drain into the Disposall go all food wastes—and are *instantly disposed of*! No messy sink, no unsanitary garbage receptacle, no smelly incinerator—in fact, *no more garbage*!

The new G-E Electric Sink brings you both dishwashing and garbage disposal services at a trifling cost. See this newest contribution to better living at your General Electric dealer's, or write for detailed descriptive literature. General Electric Co., Specialty Appliance Sales Division, Sec. DB9, Nela Park, Cleveland, Ohio.



GENERAL  ELECTRIC SINK
WITH DISHWASHER  AND DISPOSALL 

PUBLIC
ENEMY
NO. 1



THE COMMON COLD ..

fight it with Air Conditioning

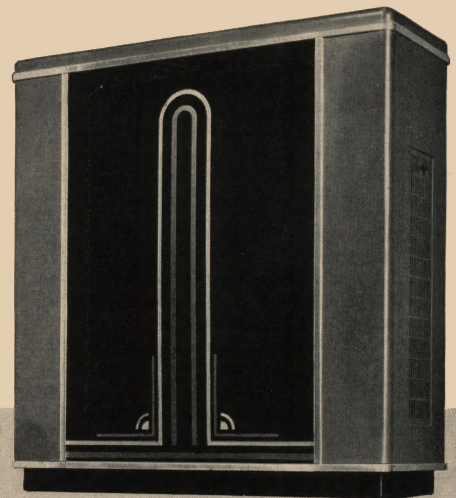
Acute Coryza (alias The Common Cold) exacts more tribute every year from American business than all of the racketeers combined. Annual expense amounting to \$1,000,000,000 has been laid at his door.

A mysterious enemy, this Coryza ... little enough is known of his habits and methods of attack ... yet general opinion agrees to this: KEEP MEMBRANES OF THE NOSE AND THROAT IN HEALTHY CONDITION AND YOU HELP TO FIGHT OFF COLDS.

Westinghouse Unit Air Conditioners strike this public enemy at his very source ... the parched under-humidified air so prevalent indoors during Fall and Winter. For air con-

ditioning, as provided by Westinghouse units, is not merely summer cooling but an electrically maintained indoor climate ... with temperature, humidity, filtering, and air circulation kept at the proper health and comfort levels twelve months of the year.

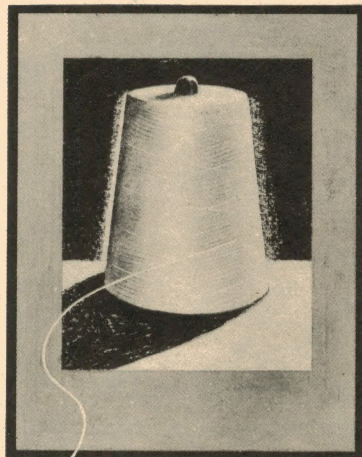
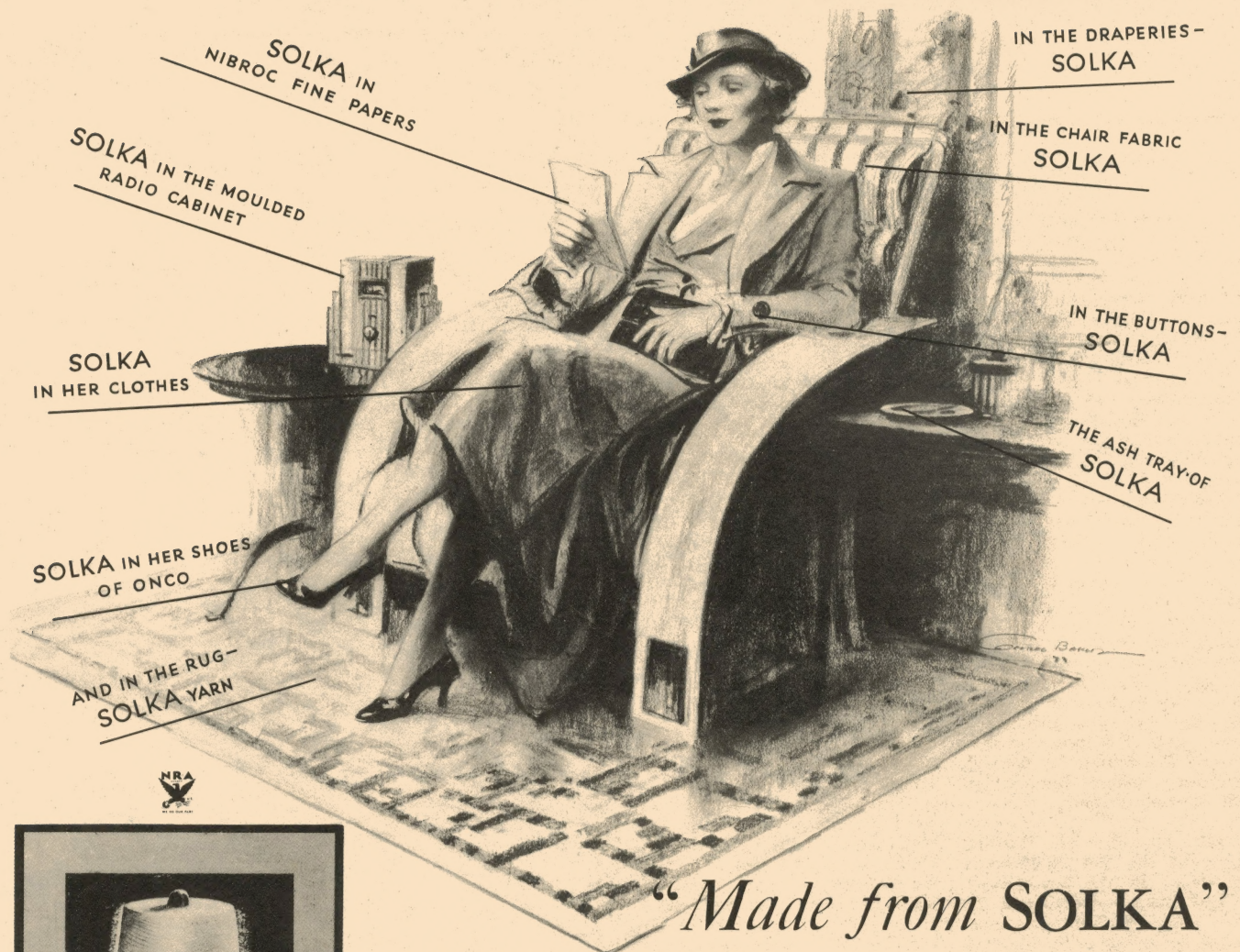
Lost time of employees due to colds, "flu", and kindred ailments; impaired efficiency in working hours; or higher rates for employee group insurance often cost more than air conditioning ... without giving any of its benefits. Phone or write the nearest Westinghouse office for the name of the air conditioning dealer in your vicinity. He will be glad to show you how Westinghouse Unit Air Conditioners pay for themselves.



Westinghouse
Unit Air Conditioner



In a single compact unit Westinghouse Unit Air Conditioners provide cooling and de-humidification for summer, heating and humidification for winter, filtering and air circulation the year round. Cabinets are attractively finished in modernistic Micarta (above) or natural wood tones; suspended types are available for wall or ceiling mounting.



The New Solka Yarn

now being spun from SOLKA has joined the other major SOLKA products. It assures beauty and durability in woven fabrics. SOLKA Yarn has unusual strength, no shrinkage, little stretch, high absorbency, fine smoothness and economical uniformity. New applications are being developed daily. Textile manufacturers: write for information.

...the New Phrase for Better Quality

MADAME, in nearly everything you use or wear, SOLKA, the Purified Cellulose, today assures the better grade. So amazing is the adaptability of this basic product that it can be spun into beautiful SOLKA Yarns or treated differently and moulded into plastic belt-buckles. It goes into soft, fine rayon and again into sturdy asphalt roofing.

How, then, is this surprising SOLKA equally at home in boudoir within and building without? Why, once again Science controls Nature—as in flying or the radio.

Cellulose is the actual framework of vegetable life. Around it nature builds raw impurities, useless to mankind. These we remove by our patented process, so that there remains only the *purified* cellulose, named SOLKA.

The name SOLKA has come to be almost as generic as "sterling." Many modern and progressive manufacturers are marking their goods "Made from SOLKA." Look for this smart new phrase for quality when you buy. It assures you of true value, of strength when essential, of beauty when it is most desired.

Mr. Manufacturer, what do you make? Consult our engineering staff about SOLKA for your products.

BROWN
Company
FOUNDED 1852
Portland, Maine



MAKERS OF
SOLKA
The Purified Cellulose

NEW YORK
MONTREAL
CHICAGO

BOSTON
SAN FRANCISCO
ST. LOUIS



ONCO FOR SHOES
Fine Shoemaking materials are created from SOLKA as a base—Onco Upper Stock, Innersoles, Counters, etc.



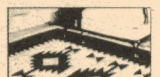
NIBROC TOWELS
have unexcelled "Wet-Strength" and are lintless, soft, absorbent and economical because made of SOLKA.



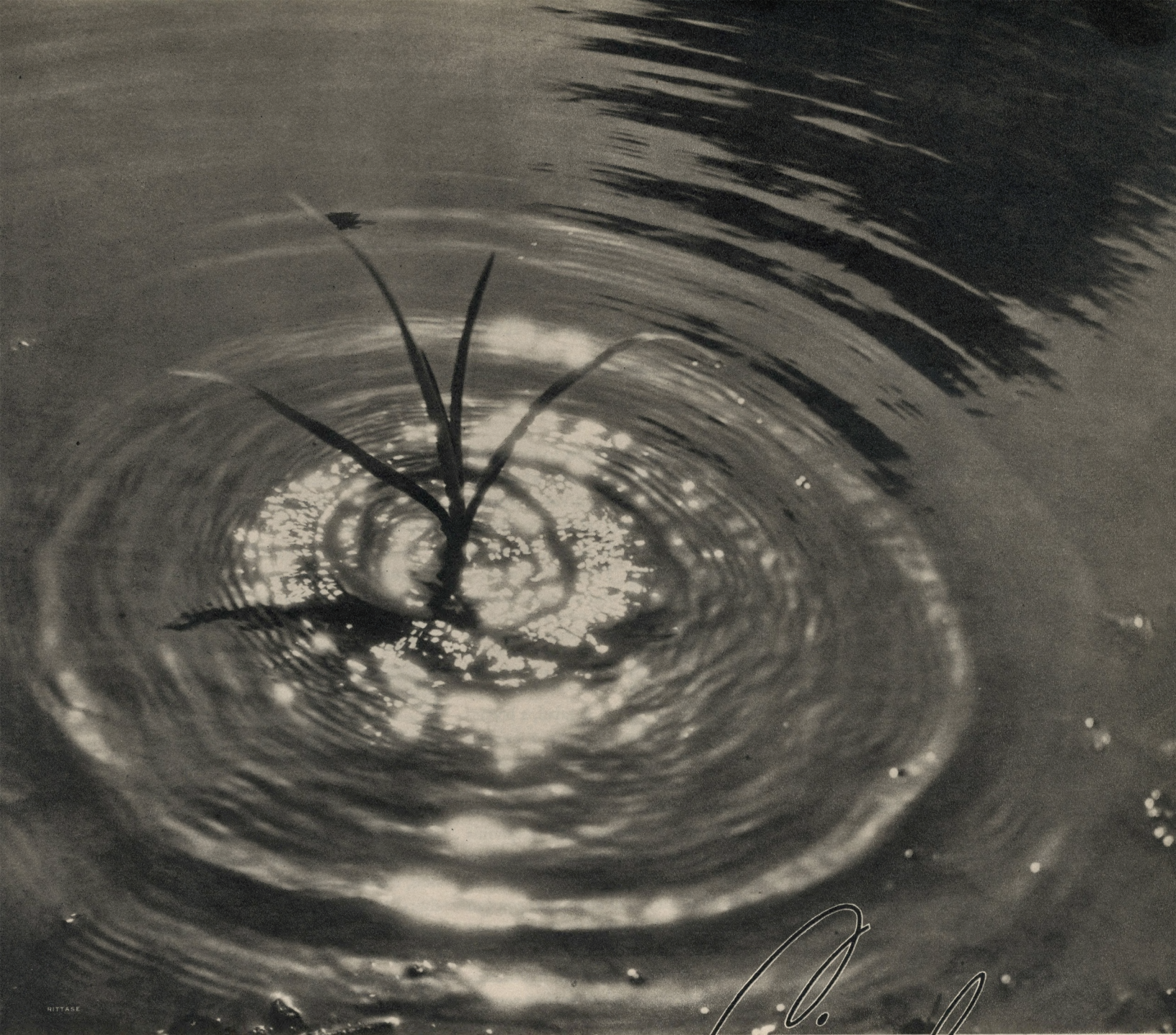
ROOFING MATERIALS
made of SOLKA impregnated with asphalt are being successfully sold by leading manufacturers.



NIBROC PAPERS
for Printing combine strength, quality, long life, fine appearance and economy because they contain SOLKA.



SOLKA IN RUGS
Rugs woven of SOLKA and wool are winning a wide success.



THE EVER-WIDENING

Circle

A pebble dropped in a pond causes little ripples to roll outward . . . onward . . . in an ever-widening circle. • In much the same manner the reputation of the Standard of Detroit has steadily spread . . . Today, an ever-widening circle of more than a million protected people attests to its integrity and its unquestioned ability to meet all just claims. • One of the principal reasons for the spread of Standard's good reputation is the high caliber of its agents. Standard's 6,500 representatives, located throughout America, are the highest type of citizens in their community. When they prescribe for your insurance problems you can be confident that the policies they recommend are right . . . and that when emergencies arise your claim will receive the prompt, careful, individual attention that you have a right to demand. • Consult the Standard agent when casualty insurance and bonding needs arise.

STANDARD ACCIDENT INSURANCE COMPANY

OF DETROIT

Automobile • Personal Accident and Sickness • Burglary and Holdup • Plate Glass Breakage
General Liability (all forms) • Workmen's Compensation • Fidelity and Surety Bonds (all forms)

A national organization of agents, inspectors, engineers, auditors and adjusters assures prompt, satisfactory attention on all policies and bonds whether issued to individuals or large Corporations



“When I want an authorized dealer I look in the Classified Telephone Book”

Recent surveys show that more than 85% of all telephone subscribers use the classified directory when they want buying information.

Prominent manufacturers recognize this wide consumer usage as a real sales power. They use the classified telephone book to direct prospects to authorized dealers. “Where to Buy It” Service is generally accepted in automotive, electrical, transportation, refrigeration, office appliance, insurance and other fields.

“Where to Buy It” Service gets results.

Dealers and manufacturers report that it increases sales... checks substitution.

Manufacturers list their trade marks in classified directories wherever they have distribution; authorized dealers list their names below. Thus consumers are quickly directed to the nearest retail outlet... Let the classified directory help increase *your* sales.

AMERICAN TELEPHONE AND TELEGRAPH COMPANY
Trade Mark Service Division

195 Broadway, New York
(EXchange 3-9800)



311 W. Washington St.,
Chicago (OFFicial 9300)

AUTOMOTIVE MANUFACTURERS USING “WHERE TO BUY IT” SERVICE

Automobiles:	Brakes:
Buick	Lockheed
Cadillac-LaSalle	
Chrysler	Brake Linings:
De Soto	Multibestos
Dodge	
Oldsmobile	Glass—Safety:
Plymouth	Duplate
Pontiac	L-O-F
Batteries:	
Exide	Tires:
Globe	Goodrich
National	Goodyear
Willard	

TENITE



In one year 6 leading cars have adopted steering wheels of Tenite

THE SWING TO TENITE for steering wheels began last year. Introducing Tenite wheels as optional equipment at extra cost, one motor car manufacturer alone sold a quarter-million of them.

Today steering wheels of Tenite are standard or de luxe equipment on six leading cars. And today Tenite is the most widely used plastic in motor car interiors—26 cars now have wheels, dash controls, door handles or other fittings of Tenite for added serviceability, added sales appeal.

Any material to have had such a spectacular rise in the automobile industry must be exceptional. Tenite, a plastic made from Eastman Cellulose Acetate, is exceptional, in both strength and beauty.

Horn-like toughness, flexibility, low heat conductivity, unlimited color range and a lustrous surface that is always clean and pleasant to the touch—these are basic characteristics of Tenite.

Creating new trends in industrial design, Tenite has replaced wood, metal, rubber and glass in

many products. It is easily molded by compression or the rapid injection process—often it is the means of cutting production costs.

TENITE BOOK ON REQUEST

Investigate the possibilities of this plastic for your own product. Send for "Tenite," the most complete and authoritative manual in the thermoplastic field—52 pages of detailed information on the properties, uses and molding of Tenite, comprehensively illustrated with photographs and diagrams.

TENNESSEE EASTMAN CORPORATION, KINGSPORT, TENN.

(SUBSIDIARY OF EASTMAN KODAK COMPANY)

There's only one
way to buy
a typewriter!

Give it —

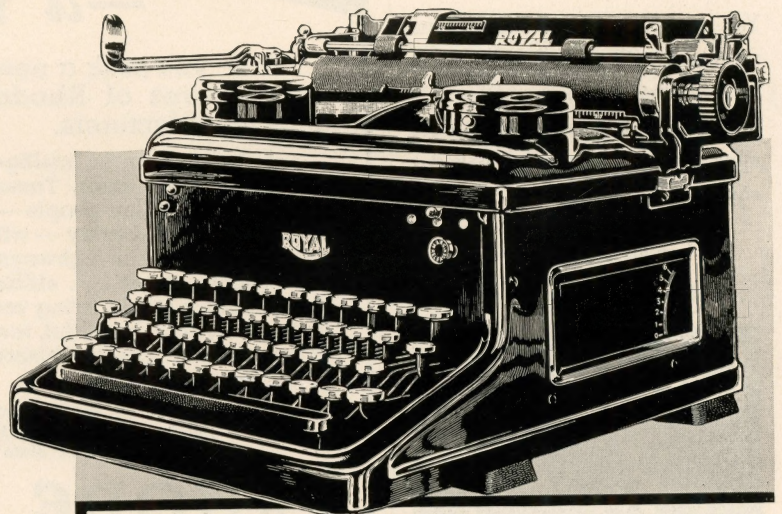
THE DESK TEST*

• Performance is what counts . . . performance under actual working conditions—in your office—with your own operators! Make the DESK TEST! Know first-hand the superiorities of an Easy-Writing Royal—see the letter-perfect typing it does, and the smooth, effortless way this famous typewriter performs! Let it prove to your satisfaction that the Easy-Writing Royal is World's No. 1 Typewriter—and why!

ROYAL

© 1937 Royal Typewriter Company, Inc.

WORLD'S No. 1 TYPEWRITER



*** GET A 10-DAY DESK TEST FREE!**

Fill out! Clip! Mail today! Or—phone your local Royal Representative

Royal Typewriter Company, Inc.
Department F 937
2 Park Avenue, New York City

Please deliver an Easy-Writing Royal
to my office for a 10-day FREE DESK
TEST. I understand that this will be
done without obligation to me.

Name.....

Firm Name.....

Street.....

City..... State.....

Here's the way I write
Chesterfield —



"Unforeseen events . . . ~~need not~~ ~~so often~~ change and shape the course of man's affairs"



A lesson in Dynamics

HIGHER AND HIGHER the pressure goes . . . searching its prison walls, testing every square inch until it finds a weak spot, a hidden defect. Then . . . crack! and its pent-up power sends fragments flying.

A toy balloon—or the biggest power plant boiler—is no stronger

than its "weak spot." Design and installation of the boiler may be perfect . . . but deterioration, pitting, or defective safety appliances may give internal pressure its opportunity—and everything blows sky-high!

For forty years it has been the job of Maryland engineers to keep steam from going berserk . . . to investigate boiler explosions *before* they occur. This expert inspection service is available to industrial plants, public utilities, state and city institutions, apartments and homes as a regular part of Maryland service. Maryland protection also covers damage done to the *entire* property as well as to the plant itself, and liability for damage done to property of others.

Any one of the 10,000 Maryland agents throughout the United States, Canada, Cuba and Puerto Rico will be glad to discuss *your* particular boiler-protection problem.



THE MARYLAND

MARYLAND CASUALTY COMPANY • BALTIMORE

The Maryland writes more than 20 bonding lines, including . . . Fidelity . . . Banker's Blanket . . . Contract . . . Check Alteration and Forgery . . . Depository . . . Fraud . . . Public Official Bonds . . . Judicial . . . More than 40 types of Casualty Insurance, including . . . Aircraft . . . Engine . . . Automobile . . . Burglary . . . Boiler . . . Elevator . . . Accident and Health . . . Fly-Wheel . . . General Liability . . . Plate Glass . . . Electrical Machinery . . . Sprinkler Leakage . . . Water Damage . . . Workmen's Compensation.

"Never mind the silver, Pal. Try some of these—they're VAPOR-VACUUM* SEALED!"



WHITECAPS



TO THE CONSUMER of packaged food, the criterion of quality is flavor. He willingly pays a premium for the packaged food which, by virtue of perfect closures, is invariably perfect in freshness and full flavor.

Vapor-Vacuum Sealing with WHITECAPS excludes destructive oxygen—seals in *all* the original fine flavor of

mayonnaise and salad dressing . . .
 . . . pickles and olives . . . preserves
 and jellies . . . fruits and vegetables
 . . . tomato products, fruit juices, etc.
 Progressive food packers have adopted
 Vapor-Vacuum Sealing as the final
 solution to the closure problem.

There is a tamper-proof WHITECAP
 for every type of glass container.

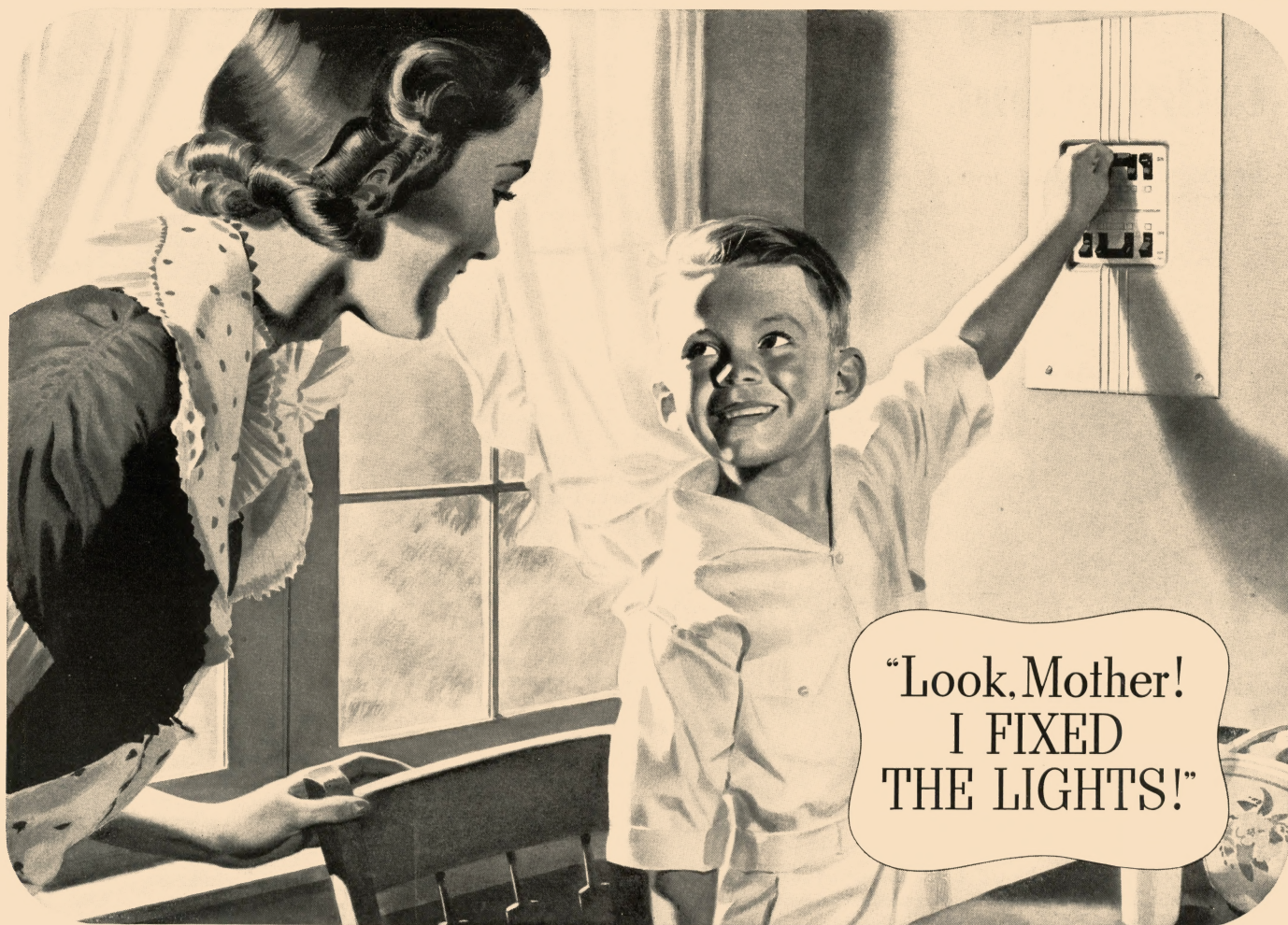
THE PROCESS

A simple mechanism, adapted to high-speed "straight-line" production, sterilizes the cap, the exposed surfaces of the product and the container, with dry live steam . . . creates the highest commercial vacuum possible on hot or cold goods . . . and hermetically seals the package in a single operation.

VAPOR - VACUUM* SEALING

* Trade-Mark of White Cap Company

WHITE CAP COMPANY • NEW YORK CITY • CHICAGO • SAN FRANCISCO • LONDON, ENGLAND



Making electricity SIMPLE is as big a job as making it WORK.

WHEN the lights go out, even an eight-year-old like Billy Martin can restore them, if the house has a NOFUZE load center. Instead of a fuse blowing when a circuit is overloaded, a little lever trips, showing which circuit is "out." If the cause of the overload has passed, a flip of the lever will restore service. If not, the protection remains.

This safe, simple device is being put

into most new houses, and it can be installed in any home for a very few dollars. It is one of the improvements that Westinghouse engineers are constantly providing to make "electric" and "automatic" mean the same thing.

When electricity was new, people used to think it took an expert even to change a light bulb. Today, the operation of all sorts of electrical devices is as natural as breathing. This does not

mean that the basic principles of electricity have become any simpler. It does mean that electrical engineering, as typified by Westinghouse, has harnessed these principles so well that their *operation* is something the youngest mind can grasp.

Billy Martin "fixed the lights" — but a number of men worked hard for many years to make it possible for him to do it.



Westinghouse

The name that means everything in electricity



GILBERT B. SEENHAUSEN

● DUCTILLITE IS THE FIRST REVOLUTIONARY IMPROVEMENT IN TIN PLATE IN MORE THAN THREE HUNDRED YEARS

DUCTILLITE
REFLECTS NEW
MANUFACTURING ADVANTAGES
AND BENEFITS FOR THE
HOLLOW WARE
INDUSTRY

Ductillite

REG. U. S. PAT. OFF.

Forging against a strong current of opinion but applying known principles to a new field, Wheeling built a new type of tin mill. In comparatively few years the product of this mill, Ductillite, has created such a demand as to require another and larger unit, now completed and in operation.

Coincident with the operation of new and larger equipment, Wheeling announces another new development of the Ductillite process . . . a finish for porcelain enameling on a Ductillite base. Thus, the benefits of Wheeling's modern tin mill production continue to spread into other fields.

Ductillite first won distinction for deep drawing. Later it was acclaimed for uniformity and continuity of tin coating; also for its improved resistance to corrosion. Again it was found that Ductillite did not "orange-peel" at points of greatest strain under die pressure, nor did it "feather-edge" to require trimming. Manufacturing steps were saved and costs reduced.

Another discovery followed; it proved adaptable to alloy coating to serve the vast field of oil marketing in cans . . . with perfection of seaming, soldering and lithographing.

And now Ductillite from Wheeling's enlarged rolling equipment is given a special surfacing and at once proves to be an all-purpose plate for manufacture of hollow ware. Inherent ductility for drawing and spinning, plus a surface for the fine art of porcelain enameling form a desirable combination of advantages for the hollow ware manufacturers.

So again it is proved that time honored custom and conventional manufacturing practices are *not* the limit of progress in the tin plate industry.



WHEELING STEEL CORPORATION, GENERAL OFFICES, WHEELING, WEST VIRGINIA



The music of Wurlitzer pianos, electronic organs, accordions, and juke boxes is heard "round the world." Wurlitzer is America's largest manufacturer of pianos all produced under one name... also America's largest manufacturer of accordions and juke boxes.

Manhattan Serenade*

Listen to music inspired by the beauty and grandeur of the turbulent city of tall towers and myriad lights! Listen . . . and hear the music of George Gershwin, Louis Alter, Irving Berlin, Jerome Kern and many other great popular composers . . . troubadours of Manhattan, singing to the heart of all America!

The best of popular music, old and new, can be heard everywhere on the Wurlitzer Juke Box. In your home you will enjoy playing this music on the Wurlitzer Spinette, a piano distinguished for modern design as well as rich and resonant tone.

Wurlitzer has completed its war work and its factories at N. Tonawanda, N. Y. and De Kalb, Ill., are returning to peacetime production. A great new line of juke boxes, pianos, electronic organs, accordions, etc. has been perfected by Wurlitzer research and production engineers. These instruments will offer more in beauty, performance and value than ever before.

The Rudolph Wurlitzer Company, 105 W. Adams St., Chicago.



*By permission of Robbins Music Corp.

One of a Series on "Music from the Heart of America"



Awarded with Star, De Kalb Division,
Awarded with Stars, No. Tonawanda Division

WURLITZER

THE NAME THAT MEANS *Music* TO MILLIONS